

# Testing a question on sexual identity

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# Overview

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- Background and context
- Tested question
- Testing topics
- Purposive sample design
- Recruitment
- Discussion points

# Background/context

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- Sexual Identity project:
  - Demand for estimates of LGB population
  - Develop, test and implement questioning
- Programme of research:
  - Desk research/literature reviews
  - Focus groups
  - Quantitative experiments
  - Cognitive testing
  - Pilot

# Prototype question & testing topics

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Which of the options on this card best describes how you think of yourself? Please just read out the number next to the description.

15. Heterosexual / straight

10. Gay / lesbian

17. Bisexual

16. Other

- Testing topics: comprehension (concepts, language), acceptability, mode of administration
- Varied understanding and acceptance?

# Purposive sample design

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- Sexual identity/orientation (Straight; L/G; B)
- Sex
- Age (4 bands ranging from 16 to 60+)
- Ethnic group (white, black, Asian, other)
- Religious affiliation (Christian, Muslim, Hindu, none etc)
- Location (London, English regions, Wales, Scotland; urban/rural)
- Educational attainment (inc none, and still in educ)
- Household type (alone; related; unrelated)
- Transgender

# Recruitment

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- Sources:
  - Heterosexual/straight: former survey respondents
  - LGB & Transgender: service providers, support groups
- LGBT groups helped contact and recruit rare subgroups
- Safe interview environment
- Achieved 29 interviews, meeting most of target sample criteria categories but some still hidden

# Conclusion and discussion points

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- Now a harmonised govt surveys question, data published annually
- Sexual Identity project info/reports:  
<http://www.ons.gov.uk/ons/guide-method/measuring-equality/equality/sexual-identity-project/index.html>
- To what lengths should we go:
  - to identify potential research issues?
  - to design complex purposive samples?
  - to protect participants' identities in reporting?